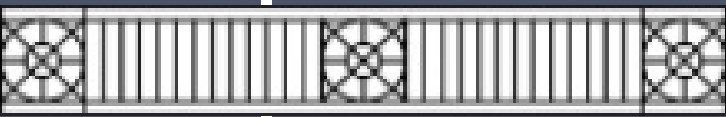




**ANNUAL
REPORT
2022**



**LINWOOD
GARDENS
LINWOOD, NY**



INTRODUCTION

YEAR IN REVIEW

In spring 2022, Linwood Gardens celebrated a record-breaking attendance at the Tree Peony Festival of Flowers, which is the nonprofit's principal fundraiser. Several summer events provided additional opportunity for guests to enjoy the changing seasons, and gave visitors, donors, and volunteers a chance to connect and soak in the peaceful atmosphere of the gardens.

Linwood Gardens is sincerely grateful for the support of its generous donors in 2022 and its part-time staff and volunteer crew for work on the summer house and gardens. Thank you!

ORGANIZATION

BOARD OF DIRECTORS

Linwood Gardens is a private estate with an associated non-profit, Linwood Ltd., which is operated by a five-member volunteer board of directors. The organization is a registered 501(C)(3) and manages all aspects of public events at the property.

- Lee Gratwick, President
- Tim Slisz, Vice President
- Clara Mulligan, Secretary/Treasurer
- Holly Watson, Member
- Richard Heye, Member

MISSION

Linwood Gardens' mission is to preserve the gardens and the tree peony collection for future generations to enjoy; to provide educational opportunities to the public in the areas of horticulture, creative arts, and environmental preservation; and to foster a sense of place inspired by landscape and history.



TREE PEONY FESTIVAL OF FLOWERS 2022

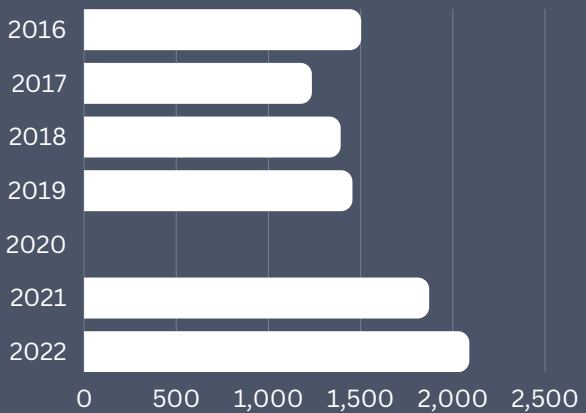
May 21-22 | May 24 | May 28-29 | June 4-5

2,000+
VISITORS

NEW ATTENDANCE RECORD

Using an online reservation system, we aim to open the gardens to as many visitors as possible during the tree peony bloom season while maintaining a tranquil atmosphere.

ATTENDANCE 2016-2022



*No Festival in 2020 due to COVID-19 pandemic

PUBLIC EVENTS 2022

Open Garden Days Select Dates | July-October

40%
NEW
GUESTS

SOMETHING FOR EVERYONE

During the season, the landscape at Linwood Gardens changes from bright greens to golds. Open Garden Days offer visitors a chance to enjoy different views and create art or explore.

An estimated 4 out of 10 Open Garden Day guests visited for the first time.



Summer Solstice Soiree June 21

NEIGHBORING ESTATES

To celebrate the longest day of the year, guests toured Linwood Gardens and enjoyed refreshments before traveling next door to The Hillcrest Estate for an elegant outdoor summer feast catered by the Yard of Ale.



Shake on the Lake

August 4

STRONGER PARTNERSHIPS

For the second time, Linwood Gardens partnered with local theater group Shake on the Lake to bring live, creative theater to our rural community.

In 2022, "MXBETH" was offered for free, thanks to a grant from the Rochester Area Community Foundation. Due to rain, the performance was held at The Hillcrest Estate.

All organizers were grateful to pinpoint strengths and opportunities and build relationships with neighbors. Linwood Gardens looks forward to more collaboration in the future.



Photo: Kat Kuo Design and Illustration, 2022

FINANCIAL REPORT

January-December 2022

Income

SALES AND OTHER \$9,299.00

DONATIONS \$41,738.00

Total \$51,037.00

Expenses

PROPERTY MAINTANENCE \$18,564.30

EVENTS AND OPERATIONS \$32,472.70

Total \$51,037.00

FINANCIAL STATEMENT

Linwood Gardens is grateful for each one of its many supporters. Generous tax-deductible contributions are invested in the property and community in many ways, including through repairing and improving the summer house and public grounds, preserving the tree peony collection, and supporting the creative arts.

33
NEW
MEMBERS

92
TOTAL
MEMBERS

Our Friends of Linwood have donated \$25 or more and are recognized with several annual members-only benefits. Their generous contributions directly fund projects that support Linwood Gardens' mission.

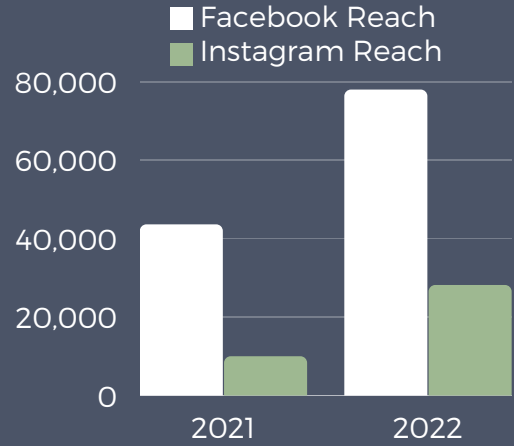
OUTREACH

FACEBOOK AND INSTAGRAM

2,791
FACEBOOK
FOLLOWERS

1,835
INSTAGRAM
FOLLOWERS

1,000+
NEW
FOLLOWERS



SAMANTHA BROWN'S PLACES TO LOVE

In early 2022, "Samantha Brown's Places to Love: Genesee River Valley," an episode of a travel TV show, aired on PBS, and viewers got a glimpse of Linwood Gardens! We were honored to have been featured, and we agree - the Genesee River Valley is indeed a place to love.

VOLUNTEERS



600+
VOLUNTEER
HOURS



IT TAKES A COMMUNITY

From March to November, one of the most rewarding days of the week is volunteer day. Our crew tackles painting, pruning, weeding, mulching, and much more to maintain and improve the garden areas. During the Tree Peony Festival and other public events, volunteer greeters, parking attendants, and tour guides help make Linwood Gardens welcoming and educational for everyone. Thank you for your hard work and dedication!



LOOKING AHEAD TO 2023

1

Streamline Tree Peony Festival logistics and continue improving the visitor experience

2

Build on existing partnerships and forge new ones to offer quality arts and cultural events at Linwood Gardens

3

Replicate the iconic bench on the summer house terrace using reclaimed lumber and install additional seating throughout the gardens



LINWOOD GARDENS



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www.linwoodgardens.org



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